



John Christenson*

Director of Legal Data, Costing and Reporting
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As Director of Pricing for the Firm, John Christenson has become a leader in developing innovative pricing models and performing complex data analytics to provide the pricing which best suits the needs of our clients as well as the Firm.

John's near-constant collaboration with individuals from the Firm's other administrative groups, including the Finance, Legal Project Management, and Marketing and Business Development departments, has equipped him with a multi-practice knowledge base to draw from when drafting proposals. John has served Baker Donelson in various administrative roles for more than 15 years, and since 2010 he has worked closely with attorneys and Firm management to analyze, develop and monitor alternative pricing arrangements for the practice groups and industry service teams within the Firm.

John provides critical analysis in evaluating existing business relationships, responds to requests for proposals and develops proactive alternative pricing solutions for clients.

Representative Projects

- Task-Based Billing Committee Co-chair – This committee was created to capture accurate tracking of attorney time on a firm-wide basis through the implementation and utilization of applicable phase and task codes. The committee also continuously evaluates and streamlines the sub-categorization of legal work for each of the Firm's practice areas. The members on this committee also evaluate client-specific data gathering and reporting needs.
- Pricing Innovation Team Member – Pricing Innovation Teams consist of practice area leaders, subject matter expert lawyers and in-house general counsel who work together to develop value-based pricing models which can be applied across particular subject matter areas. By reviewing and analyzing available market data regarding pricing trends, these sessions yield realistic case strategy blueprints, and measure and evaluate alternative fee arrangements.
- Business Intelligence Development Team Member – John serves as an integral team member in the implementation of new business intelligence tools that measure and monitor client and timekeeper profitability metrics. These tools are also used to mine vast amounts of data from the Firm's historical financial systems for planning potential pricing opportunities with clients.

Certifications

- Lean Certificate, Mississippi State University, December 2014

Education

- University of Memphis, B.A., 1994

* Baker Donelson professional not admitted to the practice of law.